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Author - Industry Canada

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MEASURING CANADA'S INTERNATIONAL BUSINESS PERFORMANCE

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Prepared by International Operations Directorate
International Business Branch

Introduction

This is a statistical snapshot based on selected indicators of Canada's international business performance between 1990-97. Measurement of each indicator consists of export values, export growth and market share in current dollar value.

1. Exports and Balance of Trade of Goods & Services:

This shows changes in trade patterns.

| Canadian Trade Balance : Goods and Services | | | |
|---|-----------|-----------|-----------------------------------|
| | 1990 | 1997 | Average Annual Growth (1990-97 %) |
| | (Million) | (Million) | |
| Exports G&S | 174,437 | 342,983 | 10.14 |
| Imports G&S | 174,018 | 328,442 | 9.50 |
| Trade Balance | 419 | 14,541 | 65.9 |

2. Value-added Exports:

This indicates the distribution of exports by degree of processing

| Distribution of Exports by Value-Added | | | | |
|--|---------|---------------|---------|---------------|
| | 1990 | | 1997 | |
| | Exports | Trade Balance | Exports | Trade Balance |
| Raw Materials | 21,110 | 9,960 | 31,660 | 14,120 |

| | | | | |
|---------------------|--------|---------|---------|---------|
| Semi-finished Goods | 54,900 | 26,860 | 103,030 | 47,960 |
| Capital Goods | 38,730 | -18,820 | 80,490 | -43,580 |
| Finished Products | 27,290 | -8,640 | 68,500 | 3,560 |

3. Share of US Market:

More than 75% of all Canadian exports go to the United States. Reading the table from left to right, shows: total Canadian exports to the USA; percentage growth; the growth of imports to the USA; Canada's rank in countries exporting to the USA by priority sector; and Canada's main competitors in the US market by priority sector.

| | Exports 1997 (US\$ Billions) | Canadian Export Growth (1993-97, %) | US Imports Growth (1993-97, %) | Rank | Main Competitors in the US market |
|---------------------------------|---------------------------------|---|--------------------------------------|------|--------------------------------------|
| Automotive | 48 04 | 7 98 | 8 18 | 1 | Japan, Mexico, Germany |
| Forestry | 19 87 | 9 26 | 9 39 | 1 | Indonesia, China, Brazil |
| IT&T | 11 14 | 15 23 | 13 55 | 6 | Japan, Mexico, Taiwan |
| Agri-food | 8 48 | 12 08 | 9 32 | 1 | Mexico, France, Brazil |
| Aerospace & Defence | 3 69 | 16 97 | 10 88 | 3 | France, UK, Japan |
| Electrical Power & Equipment | 1 71 | 23 49 | 13 51 | 2 | Japan, Mexico, China |

4. Export Shares in other Selected Key Markets:

There are several markets that illustrate increasing domestic demand and that constitute opportunities for Canadian firms to increase exports: United States, China, Japan, Mexico, United Kingdom, India, Hong Kong, Germany, Taiwan and Chile.

| | 1997 (Million) | | | | | | | Total Key markets |
|---------------------------|----------------|----------------------|------------|-----------|------------------------|--------------------------------|---------|----------------------|
| | IT&T | Forest industries | Automotive | Agri-food | Aerospace & Defence | Electrical Power & equip | Others | |
| US | 16,487 | 28,652 | 65,662 | 13,222 | 6,397 | 2,626 | 96,046 | 229,091 |
| China | 217 | 366 | 7 | 488 | 118 | 16 | 958 | 2,169 |
| Japan | 246 | 3,763 | 101 | 2,808 | 64 | 15 | 3,765 | 10,761 |
| India | 23 | 154 | 1 | 76 | 3 | 6 | 187 | 451 |
| Mexico | 90 | 53 | 251 | 400 | 4 | 11 | 354 | 1,164 |
| UK | 602 | 676 | 33 | 33 | 313 | 55 | 1,738 | 3,592 |
| Hong Kong | 226 | 364 | 32 | 272 | 36 | 7 | 675 | 1,611 |
| Germany | 205 | 880 | 83 | 140 | 95 | 30 | 1,192 | 2,625 |
| Taiwan | 203 | 319 | 37 | 93 | 50 | 7 | 864 | 1,573 |
| Chile | 28 | 23 | 17 | 90 | 2 | 6 | 200 | 367 |
| Other Countries | 1,971 | 3,741 | 622 | 5,850 | 1,486 | 261 | 11,678 | 25,465 |
| Total Priority Sectors | 20,297 | 38,991 | 66,845 | 23,473 | 8,567 | 3,040 | 117,657 | 278,869 |

5. Distribution of Exports by Canadian Priority Sectors:

This table shows the export performance of six priority sectors: IT&T; Forest Industries; Automotive; Agri-Food; Aerospace & Defence; and Electrical Power & Equipment

| Canadian Export Growth by Priority Sectors and to Key Markets | | | | | | | | |
|---|------|-------------------|------------|-----------|---------------------|--------------------------|--------|-------------------|
| 1990-1997 (%) | | | | | | | | |
| | IT&T | Forest industries | Automotive | Agri-food | Aerospace & Defence | Electrical Power & equip | Others | Total Key Markets |
| US | 13.1 | 9.6 | 10.4 | 12.9 | 10.9 | 17.0 | 13.0 | 11.7 |
| China | 13.2 | 13.1 | 27.4 | -7.5 | 29.6 | -16.3 | 10.2 | 4.0 |
| Japan | 17.3 | 9.2 | 11.5 | 4.5 | -0.3 | 3.6 | -0.4 | 4.0 |
| India | 13.3 | 12.9 | -28.9 | 35.8 | -4.8 | -7.2 | 1.1 | 5.6 |
| Mexico | 5.0 | -2.7 | 12.6 | 19.3 | -28.9 | 18.2 | 5.6 | 8.8 |
| UK | 13.9 | 5.9 | 16.7 | -0.4 | -0.7 | 4.9 | 2.2 | 0.8 |
| Hong Kong | 23.9 | 31.4 | 88.1 | 25.1 | 38.3 | 12.2 | 4.5 | 13.5 |
| Germany | 6.9 | 1.9 | 9.8 | 0.9 | -12.0 | 20.7 | 3.7 | 2.3 |
| Taiwan | 19.4 | 14.2 | 3.9 | 8.8 | 10.7 | 20.6 | 8.1 | 10.3 |
| Chile | 22.1 | 35.9 | 25.4 | 41.9 | -5.1 | -13.1 | 4.0 | 9.6 |
| Other Countries | 9.6 | 4.1 | 13.3 | 6.1 | 5.6 | 4.4 | 3.7 | 4.9 |
| Total Priority Sectors | 12.8 | 8.3 | 10.4 | 8.9 | 8.7 | 13.9 | 10.9 | 10.2 |

To appreciate the meaning of the % growth, compare this table to table 4

6. Canada and its Trading Partners:

This table shows Canada's share of world exports

| Canada's Share of World Exports | | | | | |
|---------------------------------|------------------------------------|------|--------------------------------------|---------------------------------|------|
| | Canadian Exports (US\$ Billion) | | Average Annual Growth (1990-95 %) | Canada's Share of World Exports | |
| | 1990 | 1995 | | 1990 | 1995 |
| IT&T | 6.6 | 13.6 | 15.4 | 1.8 | 1.8 |
| Automotive | 30.9 | 47.7 | 9.1 | 8.9 | 9.4 |
| Forestry | 20.4 | 32.4 | 9.7 | 15.4 | 16.1 |
| Agri-Food | 11.4 | 15.1 | 5.7 | 4.0 | 3.6 |
| Aerospace & Defence | 3.0 | 3.6 | 3.9 | 1.9 | 2.0 |
| Electrical Power & Equipment | 2.6 | 2.8 | 1.3 | 3.3 | 1.8 |

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